



For Marketers Who Mean Business

ABOUT US OCT 2025

GLOBAL HUBS

SCOTLAND



ENGLAND



NEW YORK



UAE



HONG KONG



SINGAPORE

OUR MISSION

To inspire, accelerate and unite the marketing leaders of today and tomorrow helping them to do well in their careers, do good in society and feel good about our profession and our community.

Global Vision



To be the world's most progressive network of marketers, working together to promote and advance the contribution our profession makes to business, the economy and society.

Local Vision



To build a vibrant marketing community renowned for enlightened thinking, innovation and creativity.

THE MARKETING SOCIETY SCOTLAND OBJECTIVES

Our objectives are three-fold:

1. To increase membership whilst being both inclusive and inspirational
2. Promote the value of marketing - from the classroom to the boardroom
3. Promote Scotland as a great place to study, work & invest in marketing talent



ADVISORY BOARD

Our Advisory Board is selected to reflect and represent our members with a wide range of industry sectors and marketing disciplines involved providing strategic input to our direction and plans.

We keep things fresh by bringing in 50% of new board members each year who each serve for two years.

The Board focuses on four key areas:

Marketing & Membership

Education & Empowerment

Purpose & Partnerships

Events & Experience

2025 BOARD MEMBERS

Claire Prentice, The Scottish Government (Chair)

Pete Martin, Always Be Content (Vice-Chair)

Francesa Coia, Republic of Media (Future Leaders Advisory Group Chair)

Michael Goldberg, Carat (Future Leaders Advisory Group Vice-Chair)

Chris Batchelor, Muckle Media

Victoria Best, Skyscanner

Laura Brady, Worldwide Cancer Research

Maggie Croft, Stand

Ryan Dunlop, JACK RYAN

Craig Edwardson, BIG Partnership

Emma Falvey, Smarts

Mark Fowlestone, Multiply

Lynsey Fusco

Peter Griffiths, CalMac

David Haggerty, ALT

Lucy Henderson

Jeff Hodgson, Baxters

Emma Houston

Stuart Mackenzie, C&C Group

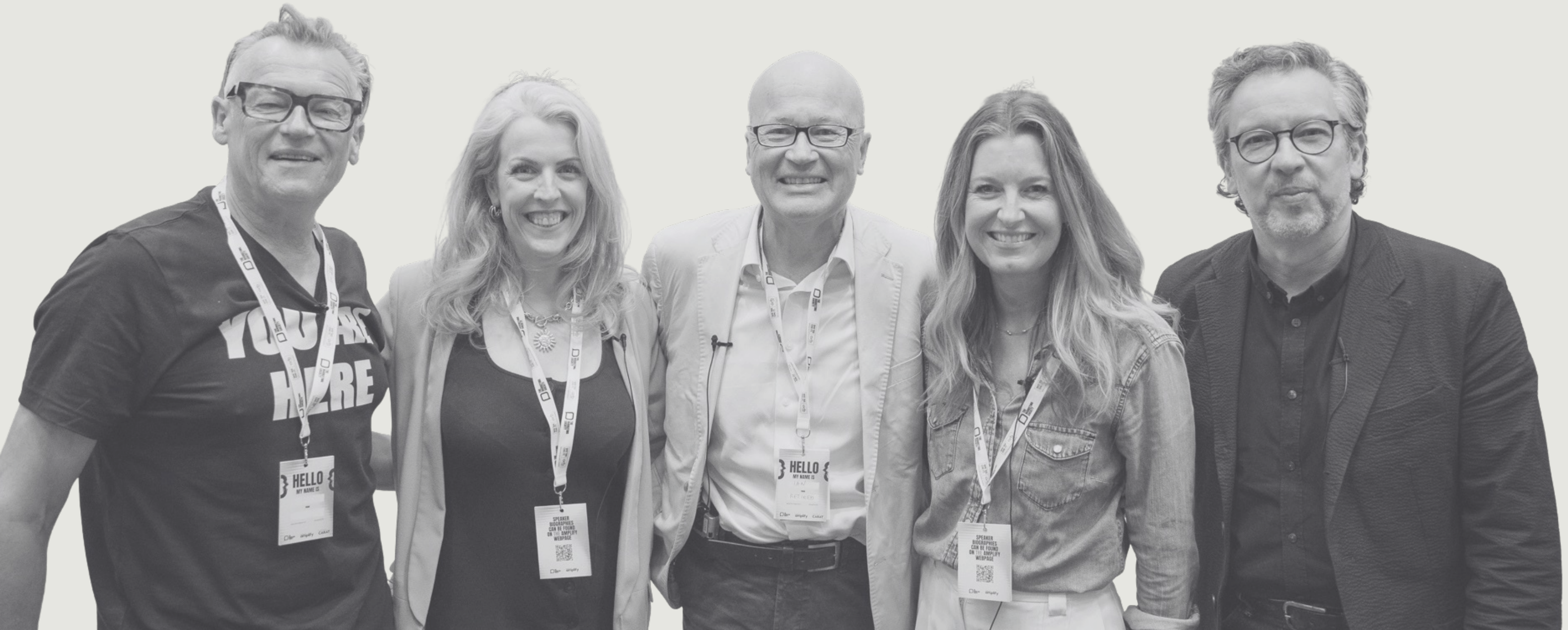
Amy MacWilliam

Andy Sneddon, Barclays

Lyndsay Snoddon, The Union

Simon Watson, Republic of Media

MEMBERSHIP



MEMBERSHIP DETAILS



COMMUNITY

Connections and conversations with a global network of smart marketers.



In the first 2 years in our profession with an inclusive approach to attracting people from all backgrounds.

TEAM MEMBERSHIP

This package is available to organisations with 5+ individual members looking to recognise, reward and develop marketing talent. Event, training and development packages available to add even more value.



INSPIRATION

World class events, awards, speakers and content.



Between 2 and 5 years experience with aspiration to lead.

INTERNATIONAL MEMBERSHIP

Available to members currently based overseas.



ACCELERATION

We open doors and open minds giving our members the tools and influence to go further and faster.



With at least 5 years experience.

KEY PERFORMANCE INDICATORS

From our Annual Membership Survey

95% inspired by our vision

89% value our communications

95% would recommend membership

MEMBERSHIP BENEFITS



WORLD-CLASS EVENTS

120 exclusive events
270 speakers
500 event videos



THOUGHT LEADERSHIP

400 best-practice
case studies
500 podcasts



PUBLICATIONS

2 in-house digital
publications
400 bloggers



INDUSTRY RECOGNITION

58 categories celebrated
with awards
40 prestigious judges
40 years heritage



PROFESSIONAL DEVELOPMENT

10 Learning Labs
Marketing Leaders Programme
Marketing Leaders Masterclass
4 Future Leaders events
2 Onestowatch events



GROW YOUR NETWORK

Over 3000 influential
marketing leaders
24950 connections
An exclusive global LinkedIn
Members-Group invitation
Mentoring programme



INDUSTRY RECOGNITION

£1 billion collective
marketing spend
6 International locations
3 major awards programmes



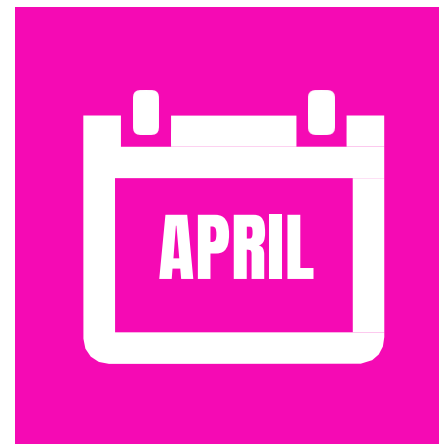
PARTNER DISCOUNTS

10% discount
on all CIM training
20% discount on
Chartered Management
Institute (CMI) membership

THE **FLAGSHIP** **EVENTS**



THE DIGITAL DAY



DATE & LOCATION

Thursday 24 April 2025,
Glasgow

ABOUT

An event dedicated to all things digital with inspiring and thought-provoking speakers.

KEYNOTE SPEAKERS INCLUDED:

Ruth Buscombe, Race Strategist , Formula 1

Toby Southgate, Global CEO, We Are Social

Mobbie Nazir, Chief Growth Officer, We Are Social

Dave Morrissey, TikTok

Naomi Walkland, Chief Marketing Officer, Motorway

Morton Legarth & Ben Hopkins, Creative Directors,
faith - VCCP

A range of topics and themes:

- TikTok: The Growth Engine for Retailers
- Customer, Creativity and Commercial
- The Ugly Truth about Digital Transformation
- The New Rules of Marketing in Regulated Industries
- The ultimate guide to the evolving digital world
- Innovation, AI and Strategy in F1
- Insight into the Daisy vs Scammer O2 campaign

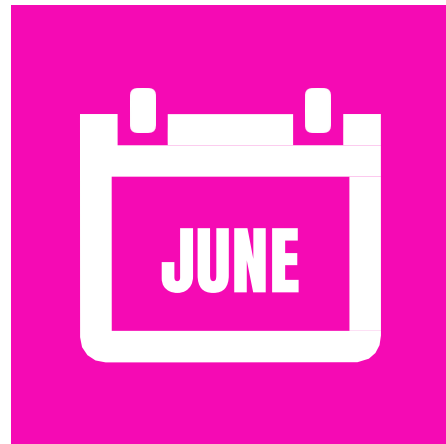
PARTNERS

REPUBLIC
OF MEDIA



[Watch the 2025 event highlights video](#)

THE STAR AWARDS



DATE & LOCATION

Thursday 12 June 2025,
Glasgow

ABOUT

Recognising and rewarding marketing excellence across six categories:

Development
Strategic
Communication
Sector
Chairman's and Champions

Judging is exclusive to Future Leader Members (online scoring) and Leader Members who participate in panels that decide the shortlists and winners

Over 120 judges sitting on 20 different panels

Attended by over 500 marketing professionals

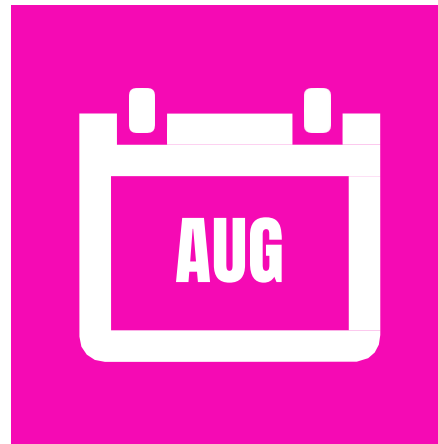
[Watch the 2025 event highlights video](#)

STRATEGIC PARTNERS





THE AMPLIFY MARKETING FESTIVAL



DATE & LOCATION

Thursday 21 August 2025,
Edinburgh

ABOUT

Inspiring speakers, passionate debate and friendly competition celebrating creativity and making connections

EVENT PARTNERS

CARAT

Ogilvy



VENUE PARTNERS



The events include:

- The Ogilvy Lecture
- The Amplify Debate
- The Cannes Lions Review
- Celebrating Craft
- Clients vs Agencies Creative Challenge
- After Party with Fringe comedians

[Watch the 2025 event highlights video](#)

THE CHANGEMAKERS CONFERENCE



DATE & LOCATION

Wednesday 29 October 2025,
Edinburgh

ABOUT

The inaugural Scotland Changemakers Conference brought together inspiring individuals from the world of marketing and beyond who have championed change and have a brilliant story to tell.

Speakers shared their experience, insights and advice to empower and inspire marketers to be the changemakers in their organisations.

Speakers include:

- Laura Bates, author and activist
- Tony Anderson, first marketing director of easyJet
- Ella Greenwood, filmmaker
- David Kean, The Caffeine Partnership
- Wayne Deakin, Global Brand Expert & Creative Director
- Beth Shriever MBE, Olympian

[Watch the 2024 event highlights video](#)

PARTNERS

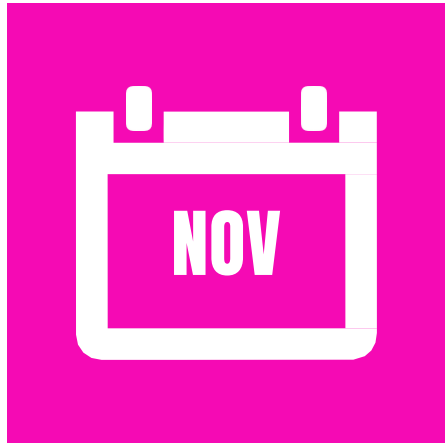


Rationale

SUNSHINE
THE SOCIAL AGENCY



THE ST ANDREW'S DAY DINNER



DATE & LOCATION

Thursday 27 November 2025,
Edinburgh

ABOUT

End of year celebration

Taste of Scotland Reception & Ceilidh

CEO and Chair's Address

Fellow & Honorary Fellow Announcements

Employer Brand of the Year Awards

[Watch the 2024 event highlights video](#)

PARTNERS



DenholmAssociates



OTHER EVENTS

DEVELOPMENT EVENTS

FUTURE LEADERS

ABOUT

Programme sponsor



A programme of events for Future Leader members aspiring to senior roles featuring Marketing Society Fellows discussing their career path and their own areas of expertise as well as personal insights on leadership. The 2024 speakers were Richard Simpson (Tayburn), Paul Menzies (C&C), Pam Scobbie (John Doe) and Marie Owens (LS Productions).

Future Leader Advisory Group (FLAG) run a First Role Fundamentals event series specifically for First Role members

TRENDSPOTTING

ABOUT

Marketing Society members come together to discuss and explore emerging trends, strategies, and innovations. These events provide a platform for marketers to learn from each other, share insights, and stay ahead of the curve in our ever-evolving industry.

We host 2 half day events focussing on Strategy and Creativity, alternating in Glasgow and Edinburgh. Previous topics have included: Gaming x Marketing, Is bravery dead?, Marketing to Gen-Z, AI as a strategy tool, listening to activist voices, Newness v Nostalgia and The Power of Creative Collisions.

INSPIRING MINDS

ABOUT

Inspiring Minds is a half-day event series designed specifically for marketers seeking fresh ideas, practical insights, and actionable strategies to thrive in today's ever-changing landscape.

Through a diverse range of expert-led sessions, you'll explore key marketing topics, discover innovative approaches, and gain valuable skills to enhance your performance and creativity.

Whether you're looking to sharpen your technical expertise or find inspiration to tackle your next big challenge, Inspiring Minds is your opportunity to connect, learn, and grow.

Step away from the ordinary, reignite your passion for marketing, and return to your role equipped to make an even bigger impact.

Perfect for marketers of all levels who want to do their job smarter, better, and with renewed confidence.

March: Jacob Wright – the art of writing effective briefs

September: Katie Hart - neuromarketing

BY INVITATION

PIONEERING SPIRIT AWARDS



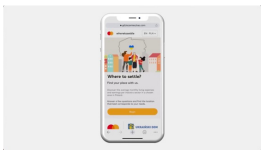
ABOUT

Senior members are invited to judge award winning and inspiring marketing case studies from across the world. See details and the selected campaigns from over the last 10+ years [here](#).



Gold

Let Her Grow
Dove
Thailand



Silver

Mastercard
Where To Settle
Poland



Bronze

Ruh Fighting
The National Sport
Of Kazakhstan

CHANGEMAKERS CLUBS



ABOUT

The very essence of The Marketing Society is the opportunity to make connections and have meaningful conversations and we know it helps to be inspired by others and to be part of a community of Changemakers.

That’s why we created Changemakers Clubs; an opportunity to relax with smart, like-minded peers over lunch or dinner and use our collective experiences to discuss, debate and challenge conventional thinking.

ACCELERATE



TRAINING AND DEVELOPMENT PROGRAMMES

Our accelerated learning programme is dedicated to empowering marketers' development to grow their career, their brands and their people.

Interactive, engaging content to encourage deeper thinking on how to pivot, adapt and fast track growth-driving strategies, all while helping to accelerate your career.

We have targeted programmes for individuals and teams which include: The Marketing Leaders Programme, The Tech Acceleration Showcase, The Learning Labs, The Insider Programme, The Ones to Watch, The Marketing Leaders Masterclass and Upping Your Elvis.



The Marketing Society, together with Accenture Song, has developed the Marketing Leaders Programme (MLP) as a unique development experience for high-potential marketers who are preparing for senior leadership roles.

PROGRAMME

A residential programme delivered in Surrey (UK) focusses on:

- Future - Equipping participants with the ability to lead for a future.
- The Power of values / Leading with purpose
- Deliver-Developing critical skills and behaviours to deliver through others.
- Delivering for customers, shareholders and business / Being at your best
- Engage - Focussing on bringing others on the journey with you.
- Building bigger relationships / Understanding impact / Engaging others

LEVEL/CRITERIA

Applicants must have at least seven years' marketing experience, or can demonstrate leading change in a marketing role.

PRICE

£9,950 +VAT and includes 3 overnight stays and catering, 1 follow-up development day and full facilitation and group coaching.

PROGRAMME DATES

7 Days from March to September

APPLICATION DEADLINE

The application deadline has passed for the 2024 cohort (31 Dec 2024). The deadline for the 2026 programme will be 31 December 2025.

Check out this [promotional video](#) featuring perspectives from our delegates, or delve into each delegate's [full video](#).

For more information visit [our website](#).

TRAINING AND DEVELOPMENT (CONT.)



We match your brief to the latest technology, to deliver a showcase that helps drive education, stimulation, and accelerates practical innovation.

Level/Criteria: All levels
Price: Free

For more information check out this [video](#) and visit [our website](#).



Our monthly Learning Labs are 90 minute online workshops designed exclusively for members to accelerate learning through knowledge and tools from industry experts.

Level/Criteria: All levels
Price: Included for Team Members

For more information about our upcoming Learning Lab workshops visit our [event page](#).



The Ones to Watch programme is designed to nurture up and coming talent. The frameworks provided enable your marketing leaders of the future to become bolder and braver marketers.

Level/Criteria: Rising stars (up to Head of)
Price: Included for Business Team - Additional places £299

For more information visit [our website](#).



Bring the very best people from our network into the heart of your business to supercharge Knowledge and productivity with power hours.

Level/Criteria: All levels
Price: £2750 +VAT

For more information visit [our website](#).



The exclusive 12-week program is designed to equip you with the skills and knowledge you need to become the influential marketer you've always aspired to be. Learn the art and science of marketing leadership from Thomas Barta and Syl Saller.

Level/Criteria: All levels
Price: £1370 +VAT

For more information check out this [video](#) and visit [our website](#).



Leading for Creative Impact from Upping Your Elvis is a two-day residential retreat where you'll be coached to inject creative and conscious leadership into any business situation and beyond.

Level/Criteria: All levels
Price: £6,000 +VAT T&E not included

For more information check out this [video](#) and visit [our website](#).

ACCESS GLOBAL EVENTS

As part of a global network, we are able to offer our members more access to online events from our hubs in London, New York, Hong Kong, Dubai and Singapore.

Members can join in to be inspired by our world-class speakers and pose questions to join the conversation.

Check out the calendar at the end of this document for dates and visit the website for more details:

www.marketingsociety.com/events

Throughout the year Members can access regular webinars from The Marketing Society global hubs featuring leading speakers on key subjects.



ACCELERATE: LEARNING LAB - GLOBAL MARKETING BEYOND COPY/PASTE STRATEGY | VIRTUAL

Accelerate
4 July 2025

[Get Event](#)



ACCELERATE: LEARNING LAB THE SIX 'I'S'® INNOVATION MODEL FOR MARKETERS | VIRTUAL

Accelerate
3 September 2025

[Get Event](#)



COMMUNITY: GLOBAL NEW MEMBER MEET UP SEPTEMBER | VIRTUAL

23 September 2025

[Get Event](#)



ACCELERATE: LEARNING LAB ACCELERATE YOUR MARKETING LEADERSHIP | VIRTUAL

Accelerate
7 October 2025

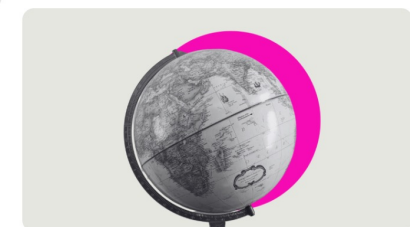
[Get Event](#)



INSPIRATION: GLOBAL CONVERSATION OCTOBER | VIRTUAL

Inspiration
8 October 2025

[Get Event](#)



PIONEERING SPIRIT AWARDS JUDGING (GLOBAL) #2

Connections
11 November 2025

[Get Event](#)

ENGLAND FLAGSHIP EVENTS

THE DIGITAL DAY ENGLAND



DATE

Wednesday 7 May 2025

ABOUT

A day of connections, thought-provoking conversations and insightful talks – designed to inform, inspire and to discover & to overcome challenges that we all face in the digital marketing world.

SPEAKERS

Jack Constantine, Chief Digital Officer, Lush
Charlotte Dewhurst, Director of Marketing, Matalan

THE MARKETING SOCIETY GLOBAL AWARDS



DATE

Wednesday 9 July 2025

ABOUT

Our London awards have been an institution since 1985 – establishing their reputation as the UK’s leading marketing awards.

2025 WINNERS

Campaign of the Year & Grand Prix	Best Brand Team
Dorival’s Princesses on Periods: modernising iconic princesses to smash old school taboos	Monzo
Dorival, Bayer	Best Agency Team
	WeAreFearless

ENGLAND FLAGSHIP EVENTS

ANNUAL CONFERENCE



DATE

Wednesday 12 November 2025

ABOUT

A powerful day of inspiration, ideas and energy from entrepreneurs, creatives, marketing leaders and pioneers. 2024 speakers included:

Dame Stephanie 'Steve' Shirley

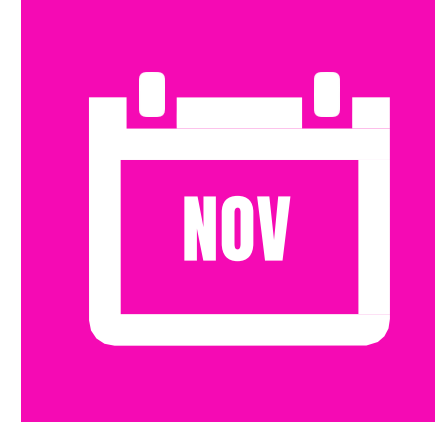
Ije Nworie - Chief Brand Officer, Dr Martens Roisin

Currie – CEO, Greggs

Patrick Spence – MD, AC Chapter One & Natasha Bondy

Executive Producer of Mr Bates V The Post Office

ANNUAL DINNER



DATE

Tuesday 25 November 2025

ABOUT

An uplifting evening of celebrations, connections and conversations. It's a chance to round off the year right; to reward teams for their hard work, and to celebrate the ingenuity, passion and drive of our industry.

There's entertainment, great food, the chance to discover who has been awarded the prestigious title of Marketing Society Fellow and of course, to crown our Brand of the Year.

OTHER BENEFITS

ONLINE & INSPIRATION

Exclusive password protected content
for members only

Over 500 videos to inspire and educate

40 regular bloggers that provoke, question
and outline trends

Podcast channel hosting lively interviews
on hot topics

Opportunities for members to become thought
leaders and raise their profile

www.marketingsociety.com

S.

BLOGS & THINK PIECES

AWARD CASE STUDIES

EVENT DETAILS & BOOKINGS

PUBLICATIONS

SOCIAL MEDIA



120,000 (Global)
12,000 (Scotland)



1300 (Scotland)
7500 (Global)

New members-only global
LinkedIn group

SIGN UP

VIDEOS & EVENT RECORDINGS

INTERVIEWS

MEMBERSHIP DETAILS

LEADING CONVERSATIONS PODCAST

Now in it's third series, leaders within the Marketing industry in Scotland, discuss a wide range of topics - from the trials and tribulations of starting and building a successful marketing agency, to marketing innovation within the drinks industry, the hot topic of sustainability, mental and brain health in the workplace and marketing in a pre and post Covid world.

[Listen here.](#)



COMMUNICATIONS

WHAT'S GOING ON

WGO is our weekly email that goes out on Mondays and provides updates on our event programme and new initiatives.

We also highlight events and programmes being developed in London and our other global hubs.

Any other updates from our HQ are sent out on Fridays.



SUPPORTING OUR MEMBERS

SOM – is a weekly email which we send out on Wednesdays which features:

Connections - providing profile and introductions to new individual & business team members as well as partners & Fellows.

Content - sharing members news, new work and initiatives.

Community - supporting partner events, new initiatives and job market opportunities.

Members - if you would like to contribute to our Recommended Reading feature, please [email us](#) ≤ 200 words.



THE EDIT

A global monthly update on events and initiatives across our 6 global hubs featuring blogs, podcasts, videos and interviews.



MENTORING PROGRAMME

- Open and free to all members both as mentor & mentee
- Suggested commitment of 4 meetings per year
- Independent and confidential advice and guidance
- One Step Ahead, Peer to Peer & Female to Female connections

Three of our current mentors below:



STUART MACKENZIE

Brand Marketing &
Communications Director
The C&C Group



VICTORIA BEST

Principal Global Brand
Marketing Manager
Skyscanner



MAGGIE CROFT

Managing Director
Stand Agency

STUDENT MARKETING SOCIETIES

Promoting the marketing profession and introducing students to our industry.

Established in 11
universities & colleges
across Scotland assigned
a Marketing Society industry
and academic mentor

THE *student*
MARKETING
SOCIETY 

The Gathering -
an annual event
attended by the Student
Marketing Societies
and their mentors

*Edinburgh, Edinburgh Napier, Queen Margaret, Glasgow, Glasgow Caledonian, City of Glasgow College, Stirling, Dundee, Robert Gordon, Heriot-Watt and Strathclyde.



JOIN UP.
JOIN IN.



TEAM MEMBERS

GLOBAL

- ACCENTURE
- AMAZON
- AMV BBDO
- BBC
- BLOOMBERG
- BT
- COCA COLA
- DIAGEO
- EBAY
- GOOGLE
- IBM
- JOHN LEWIS & PARTNERS
- LINKEDIN
- MCDONALDS
- MICROSOFT
- MULLER
- M&S
- PAYPAL
- PIZZA HUT
- SALESFORCE
- SNAPCHAT
- TIK TOK
- TUI
- THE ECONOMIST
- UNILEVER

SCOTLAND

- AEGON UK
- AG BARR
- ALWAYS BE CONTENT
- BARCLAYS SCOTLAND
- BAXTERS
- BRODIES LLP
- C & C / TENNENT'S
- CALMAC FERRIES
- DENHOLM ASSOCIATES
- DENTSU CREATIVE
- DIAGEO
- EDINBURGH NAPIER UNIVERSITY
- EDRINGTON
- ESSENCEDIACOM
- EXETER BUILDING SOCIETY
- FIFE COLLEGE
- FIRST BUS
- FOOD STANDARDS SCOTLAND
- FREEAGENT
- GUY & CO
- HAMPTON
- HERIOT-WATT UNIVERSITY
- HISTORIC ENVIRONMENT SCOTLAND
- HYDROGEN
- HYMANS ROBERTSON
- ICAS
- INTERNATIONAL BEVERAGE
- JOHN DOE GROUP
- LANE / LANE MEDIA
- LS PRODUCTIONS
- LUX EVENTS
- MADEBRAVE
- MUCKLE MEDIA
- MULTIPLY
- NATIONAL TRUST FOR SCOTLAND
- NEWS SCOTLAND
- PEOPLE'S POSTCODE LOTTERY
- RATIONALE
- REPUBLIC OF MEDIA
- ROYAL BANK OF SCOTLAND/ NATWEST
- ROYAL LONDON
- SAINSBURY'S BANK
- SCOTLAND FOOD & DRINK
- SCOTRAIL
- SCOTTISH ENTERPRISE
- SCOTTISH EVENTS CAMPUS
- SCOTTISH GOVERNMENT
- SCOTTISHPOWER
- SCOTTISH WIDOWS
- SEAFISH
- SKILLS DEVELOPMENT SCOTLAND
- SQA
- ST JAMES QUARTER
- STRIPE
- STUDIOLR
- STV
- SUNTORY GLOBAL SPIRITS
- TECHCOMP EUROPE
- THE BIG PARTNERSHIP
- THE FRESH GROUP
- THE LEITH AGENCY
- THE MORTGAGE LENDER
- THE ROYAL COLLEGE OF SURGEONS OF EDINURGH
- THE ROYAL EDINBURGH MILITARY TATTOO
- THE SCOTCH MALT WHISKY SOCIETY
- THE UNION
- TURCAN CONNELL
- UNION DIRECT
- UNIVERSITY OF EDINBURGH
- UNIVERSITY OF GLASGOW
- UNIVERSITY OF STRATHCLYDE
- VIRGIN MONEY
- VOLVO
- WHYTE & MACKAY
- WORLDWIDE CANCER RESEARCH
- ZERO WASTE SCOTLAND

PARTNERS AND SUPPORTERS

- **ALT**
- **ALWAYS BE CONTENT**
- **ASSEMBLY**
- **BRIGHT GREEN PRINT**
- **CAORUNN GIN**
- **CARAT**
- **DENHOLM ASSOCIATES**
- **DENSTU CREATIVE**
- **EDRINGTON**
- **ESSENCEMEDIACOM**
- **HIGHLAND SPRING**
- **INVERARITY MORTON**
- **JACK RYAN**
- **JOHN DOE GROUP**
- **JUMP RESEARCH**
- **LANE**
- **MADEBRAVE**

- **MOBSTA**
- **OGILVY**
- **ORB GROUP**
- **RATIONALE**
- **REPUBLIC OF MEDIA**
- **SCOTTISH WATER**
- **STUDIOLR**
- **SUNSHINE**
- **SUNTORY GLOBAL SPIRITS**
- **TENNENT'S**
- **THE SCOTSMAN**
- **THE SCOTTISH GOVERNMENT**
- **THE SOCIAL HUB**
- **UNION DIRECT**
- **UNIVERSITY OF EDINBURGH BUSINESS SCHOOL**
- **VISITSCOTLAND**
- **WEBER SHANDWICK**

MEMBERSHIP COSTS



FIRST ROLE

Up to 2 years' experience

£199 + VAT
(No joining fee)



FUTURE LEADER

At least 2-5 years' experience

£299+ VAT
(£75 joining fee)



LEADER

At least 5 years' experience

£479 + VAT
(£145 joining fee)



TEAMS

Bespoke packages developed for 5+ individual members to include event and training programmes

£POA

MEMBER GET MEMBER

Members who nominate potential new members will receive the following Amazon gift vouchers as an incentive.

First Role or Future Leader - £25
Leaders - £50
Teams - £100

10 WAYS TO GET INVOLVED

1. Attend events - physical or virtual
2. Provide speaker and topic recommendations
3. Write event and book reviews
4. Volunteer as a mentor
5. Sign up as a mentee
6. Enter the star awards
7. Judge the star awards
8. Engage with our social channels
9. Get involved with our global members only LinkedIn group
10. Support our taskforces and think-tanks

EVENT CALENDAR

January

Tuesday 14 January – Accelerate Learning Lab (V)
Thursday 16 January – FLAG (Future Leaders Advisory Group) Meeting #1 (V)
Tuesday 28 January – Pioneering Spirit Awards Judging #1 (V)
Thursday 30 January - Future Leaders #1

February

Tuesday 4 February – Accelerate Learning Lab (V)
Tuesday 4 February - Advisory Board Meeting, Edinburgh
Thursday 6 February – First Role Fundamentals #1 (V)
Monday 17 February - Star Awards Entry Deadline #1
Monday 24 February - Star Awards Entry Deadline #2 (extension)
Wednesday 26 February - Pioneering Spirit Awards Judging, Aberdeen

March

Monday 3 March - Star Awards Entry Deadline #3 (extension)
Tuesday 4 March – Accelerate Learning Lab (V)
Wednesday 12 March – Annual Lecture, London
Thursday 13 March - Star Marketing Student Apprentice Day, Glasgow
Wednesday 26 March - Inspiring Minds, Edinburgh

April

Tuesday 1 April – Accelerate Learning Lab (V) & Student Marketing Societies The Gathering, Glasgow
Wednesday 2 & Thursday 3 April - Star Awards 1st Stage Judging (V)
Tuesday 22 April – First Role Fundamentals #2
Thursday 24 April - Digital Day, Glasgow

May

Tuesday 6 May – Accelerate Learning Lab (V)
Thursday 1 May – Future Leaders #2
Tuesday 6 May – FLAG Meeting #2 (V)
Wednesday 7 May – Digital Day, London
Tuesday 13 May – Advisory Board Meeting, Glasgow
Thursday 15 May - Star Awards 2nd Stage Judging (V)

June

Tuesday 3 June - Accelerate Learning Lab (V)
Tuesday 3 June - Pioneering Spirit Awards Judging (Global) #2 (V)
Wednesday 4 June – Trendspotting (Strategy), Glasgow
Thursday 12 June – Star Awards, Glasgow
Thursday 19 June – Fellows Event

July

Tuesday 1 July - Accelerate Learning Lab (V)
Wednesday 2 July - Summer Party, London
Wednesday 9 July - The 40th Marketing Society Awards, London
Thursday 24 July - Summer Social, Edinburgh

August

Tuesday 5 August – FLAG Meeting #3 (V)
Thursday 7 August - Future Leaders #3
Tuesday 12 August - Advisory Board Meeting, Edinburgh
Thursday 21 August – Amplify [F], Edinburgh

September

Tuesday 4 September - Accelerate Learning Lab (V)
Tuesday 16 September - Pioneering Spirit Awards Judging #3 (V)
Wednesday 17 September - Inspiring Minds #2, Glasgow
Tuesday 23 September – First Role Fundamentals #3
Tuesday 30 September - Trendspotting (Creativity), Edinburgh

October

Tuesday 7 October - Accelerate Learning Lab (V)
Wednesday 29 October - Changemakers Conference [F]Edinburgh
Thursday 30 October - Future Leaders #4
Thursday 30 October – FLAG Meeting #4

November

Tuesday 4 November - Accelerate Learning Lab (V)
Tuesday 4 November - Advisory Board Meeting, Glasgow
Tuesday 11 November - Pioneering Spirit Awards Judging (Global) #4 (V)
Wednesday 12 November – Global Changemakers Conference, London
Thursday 13 November - Fellows Dinner
Tuesday 18 November – First Role Fundamentals #4
Tuesday 25 November – Annual Dinner, London
Thursday 27 November, St Andrew’s Day Dinner [F], Edinburgh

December

Tuesday 2 December - Accelerate Learning Lab (V)
Tuesday 2 December - Star Awards Showcase Event (V)
Thursday 11 December - Festive Drinks

Please note - dates are subject to change | Keep an eye on our website and weekly emails | [V] virtual [F] flagship

2024 HIGHLIGHTS

The Marketing Society Scotland | Event Highlights 2024

APAC Market is different from the rest of the world

	Japan	South Korea	China	UK
Messaging	Line	KakaoTalk	WeChat	WhatsApp
Streaming Media	YouTube	YouTube	YouTube	YouTube
Search engine	Google	Google	Baidu	Google
E-Commerce	Amazon	Amazon	Alibaba	eBay
Social Media	Instagram	Instagram	Weibo	Instagram
Live Stream	YouTube	YouTube	YouTube	YouTube



Digital Day, Glasgow



Get in touch

Graeme Atha

Director

graeme@marketingsociety.com

New membership (personal)

Anna Barber

annab@marketingsociety.com

New partners and team membership

Pippa Chan

pippa@luxevents.co.uk

Events, renewals & communications

Lux Events

marketingsociety@luxevents.co.uk

www.marketingsociety.com